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Pitch Savior

Cover

Who are you?

INVESTOR DECK

PitchSavior

John Doe
john@unicorn.com

Hey, we're PitchSavior

PitchSavior

Pitch deck expertise for changemakers

PURPOSE

To build a world where bad pitch decks and sad founders are just a memory

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Problem

What burning pain are you killing?

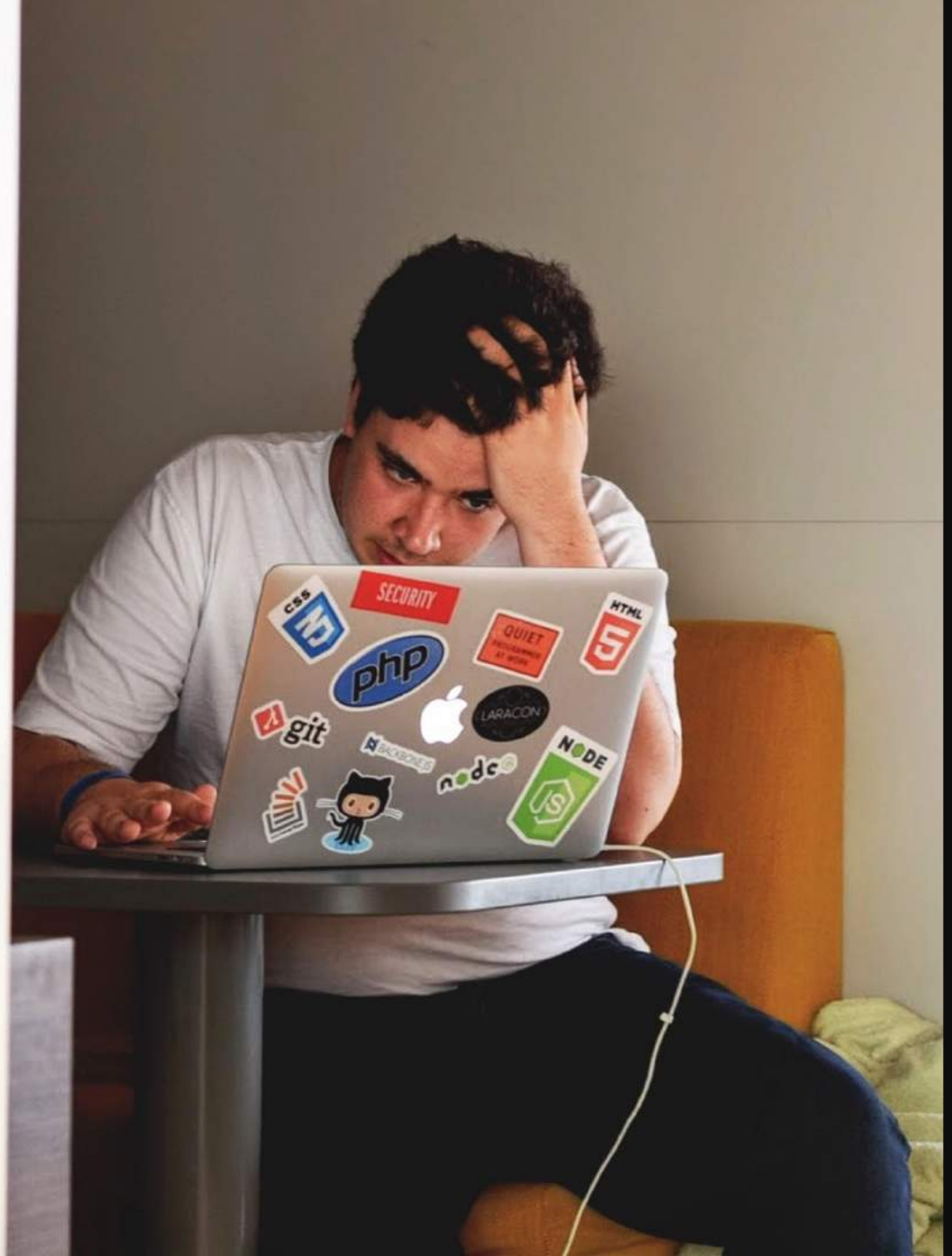
PROBLEM

Founders waste valuable energy building bad pitch decks that investors hate.

74% of startups never get past the first meeting

Half of those are because of a weak pitch deck

Confidential



PROBLEM

Building a winning pitch deck is hard

It's time-consuming

Startups waste 150+ hours on average

It's frustrating

34% of founders give up mid-process

It's unforgiving

In the end, DIY decks suck and
87% are rejected by investors

PitchSavior

PROBLEM

Founders miss out on opportunities because of bad pitch decks

In the US alone, 15.000+ meetings were canceled after the pitch deck was put on screen. 27% of investors admitted to having cried in the restroom after a painful pitch session once.

Building a winning pitch deck is hard

Limited storytelling skills

Founders struggle to create content and most can't craft a clear narrative

Limited design skills

Decks look unprofessional and confusing, and often don't display data properly

PitchSavior

PROBLEM

Building a winning pitch deck is hard

Storytelling skills

Founders struggle to craft a clear narrative

Design skills

Decks look jumbled and unprofessional

Time and energy

Startups waste 150+ hours preparing a pitch

Help is expensive

Hiring experts costs around $800 in the US

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Pitch Savior

Solution

Why are you special?

SOLUTION

A smart template that helps startups get funded and founders keep their sanity

Great design and story

Simple and affordable

PitchSavior

SOLUTION

A smart template that makes building a winning pitch easy

Time saver

Building with PitchSavior is up to 3x faster

User friendly

65% founders reported fewer headaches

Gets the job done

Pitch Decks follow a solid narrative and look consistent and professional throughout

SOLUTION

A smart pitch template that gets startups funded

Follow a solid narrative

It follows a proven structure that delivers a clear, powerful pitch

Build with first-class design

Everything is carefully designed so you get a beautiful presentation

SOLUTION

A smart pitch template that gets startups funded

Solid narrative

A proven structure that delivers a powerful pitch

First-class design

You get a clear, beautiful and consistent deck

Easy and efficient

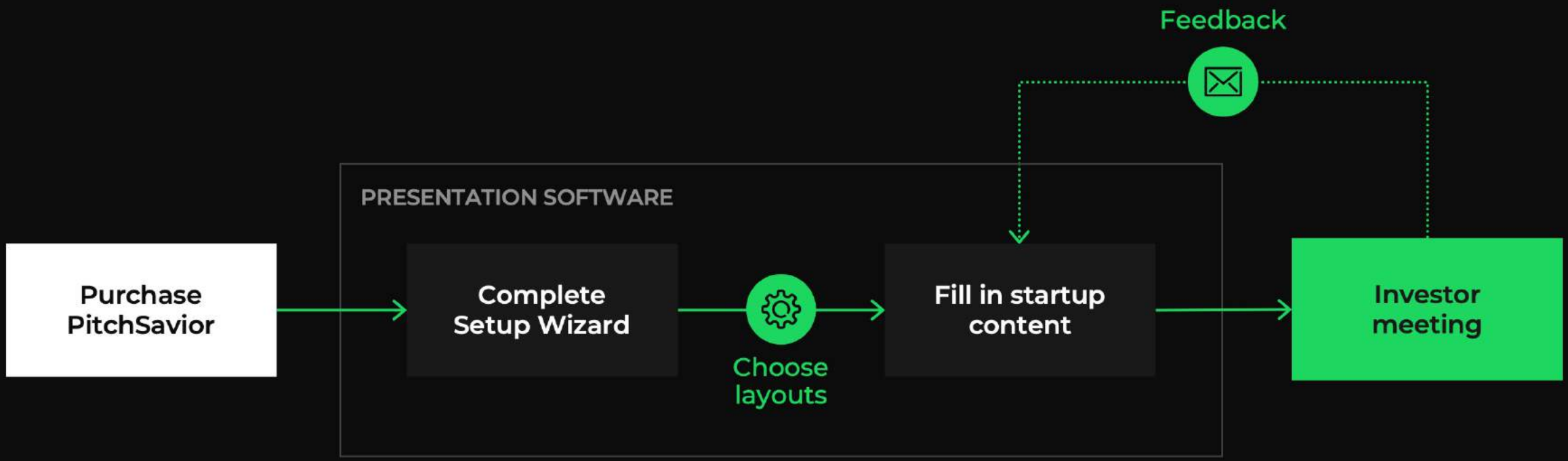
Building with us is up to 3x faster

Affordable

95% cheaper than hiring an external designer

SOLUTION

A smart template that help startups get funded and founders keep their sanity



Confidential

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Pitch Savior

Product

What are you building?

PRODUCT

Creating pitch decks on our app is 3x faster

Superb design

Takes the pain out of making beautiful and consistent presentations

Unique tutorial

We teach how to create slides, use each element, and customize the file

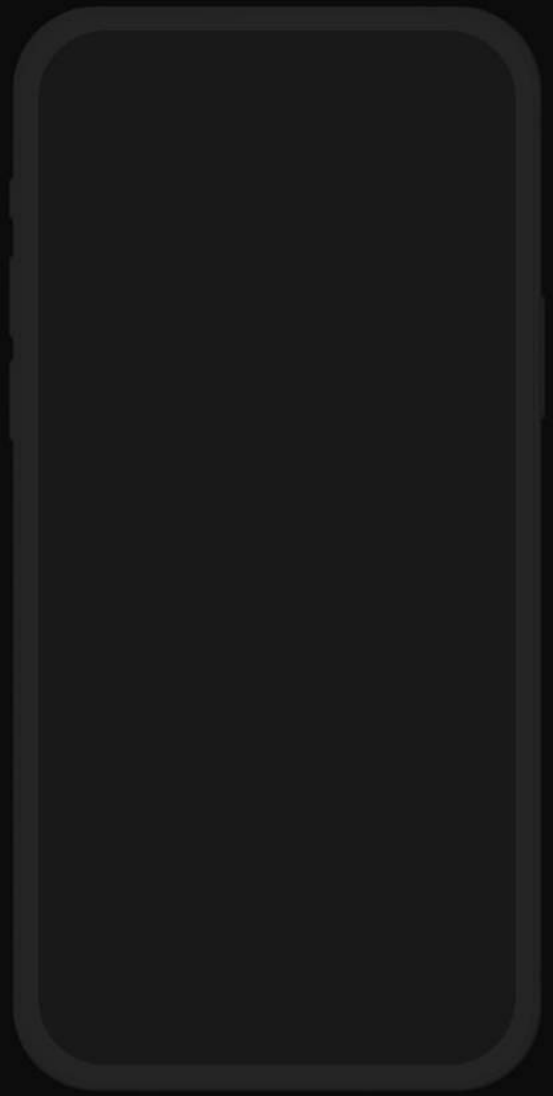
Easy customization

It's easy to change the main color and logos to match startup's brand

Reliable structure

PitchSavior follows a proven structure that delivers a powerful pitch

Editable layouts make it easy to add content



Superb design

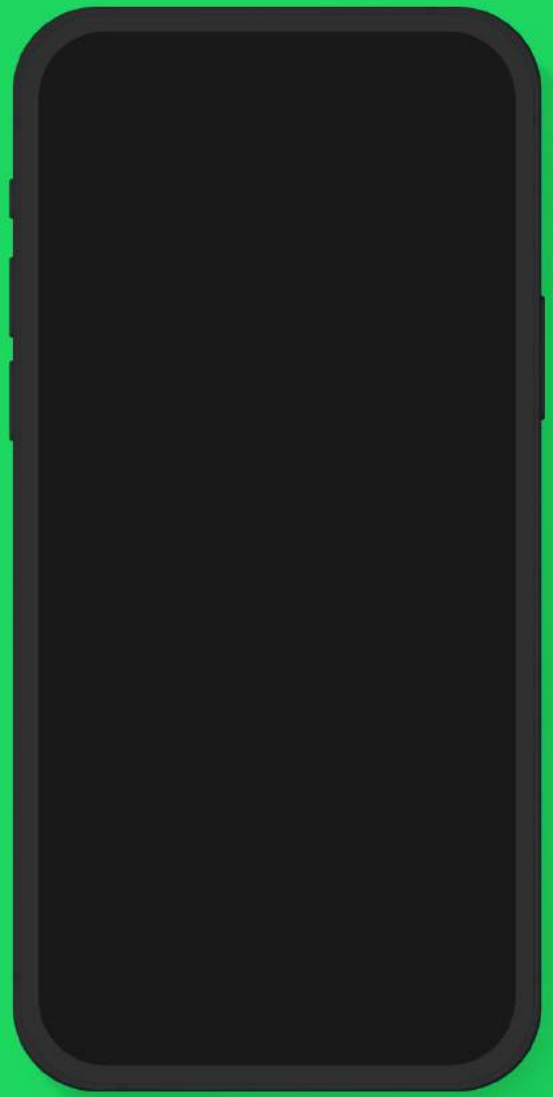
Easy to make beautiful presentation decks

Easy customization

Change the main color and logos to match

PitchSavior

Master-based build allow quick slide resetting



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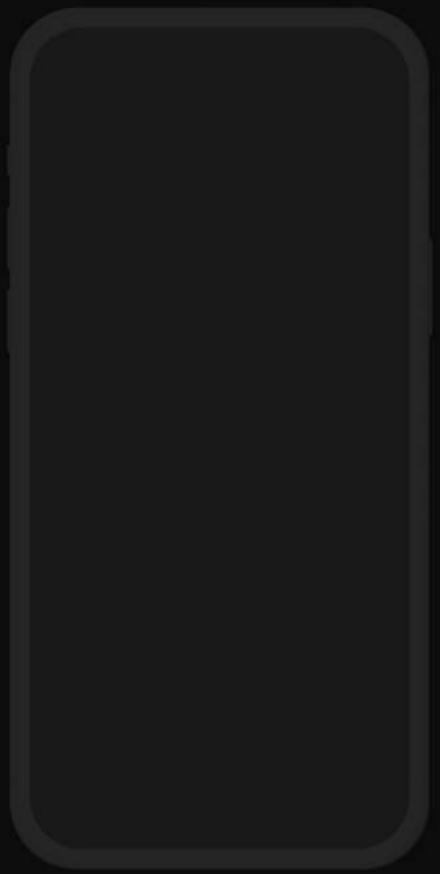

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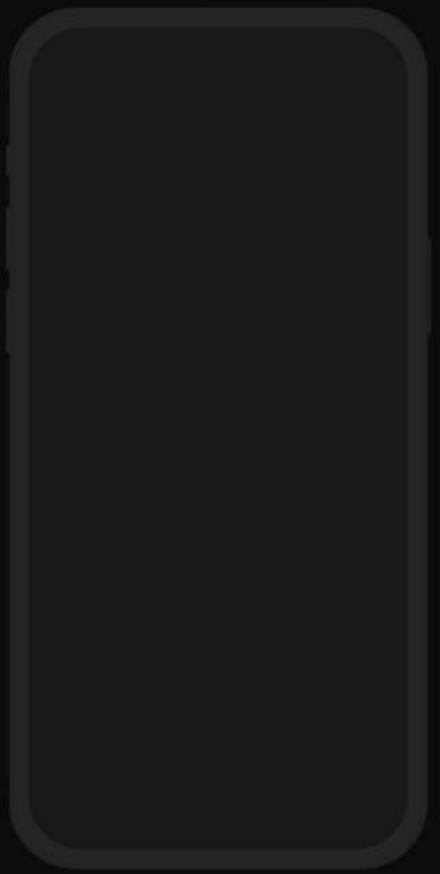
Easy to make beautiful presentations



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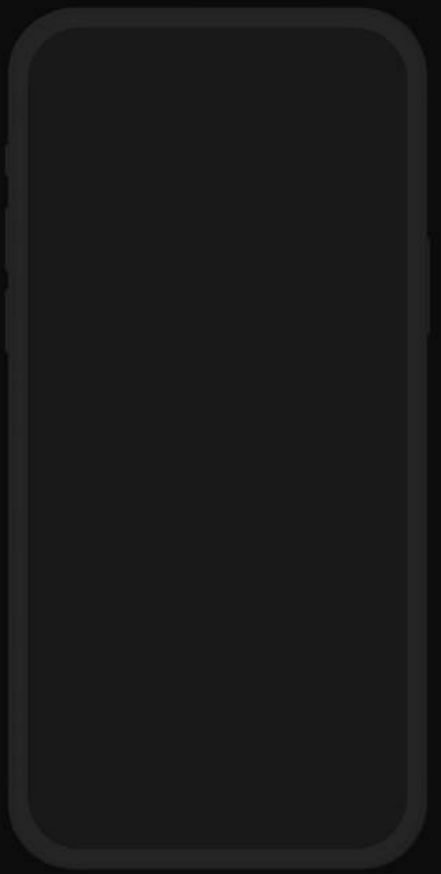


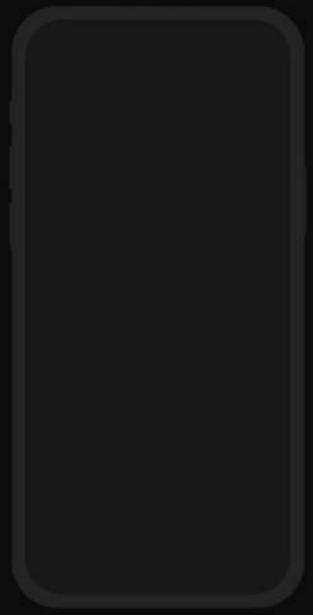
Unique tutorial

We teach everyone how to use the template

PitchSavior

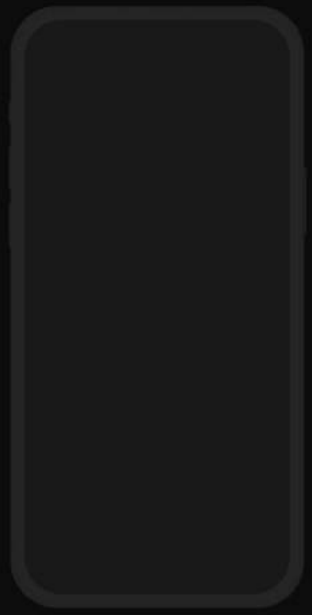
PRODUCT

We help founders keep their sanity



Superb design

Easy to make beautiful presentations



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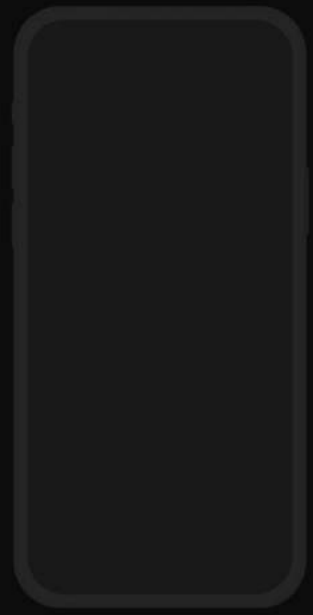
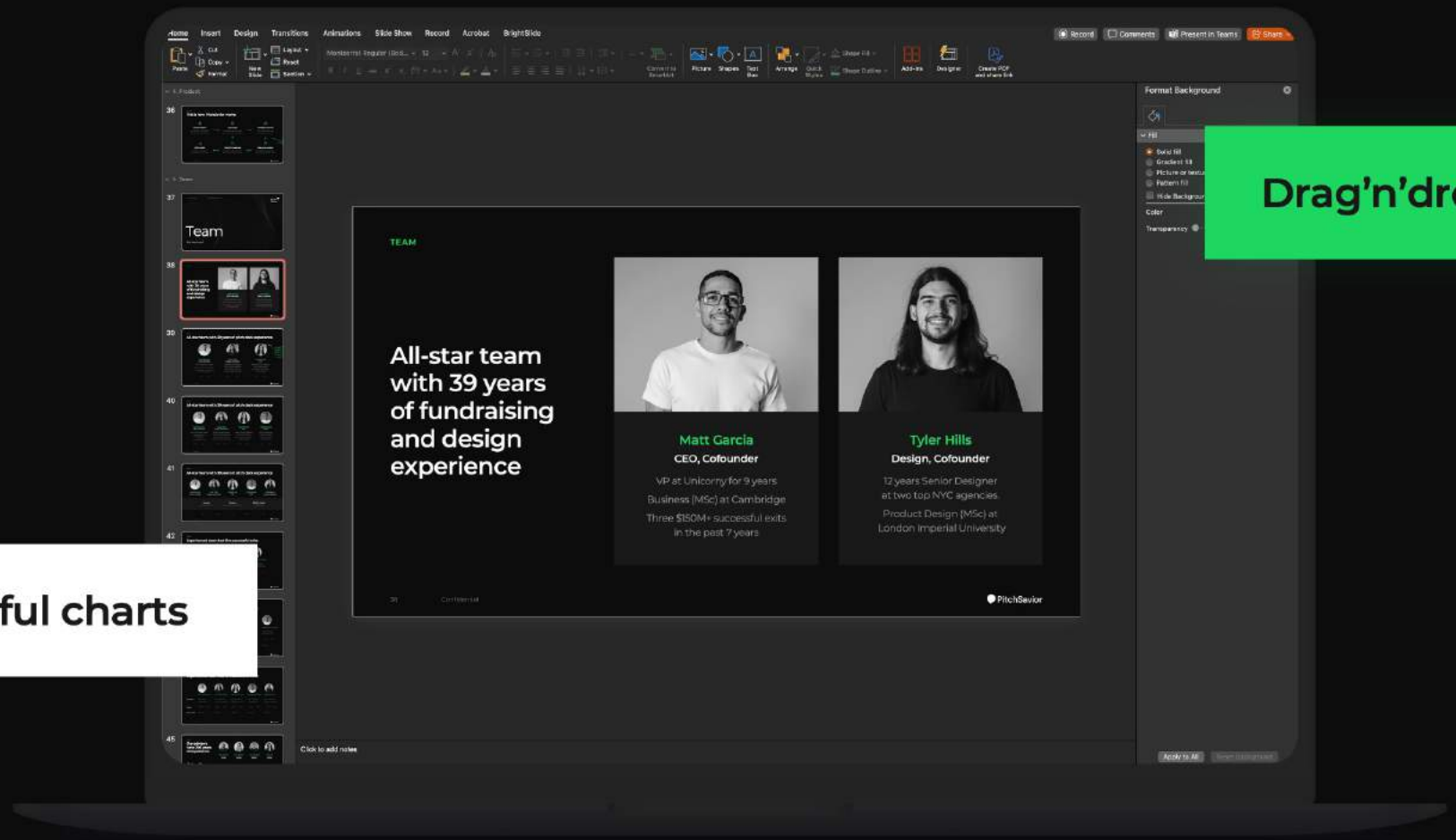


Reliable structure

Proven structure that delivers a powerful pitch

PRODUCT

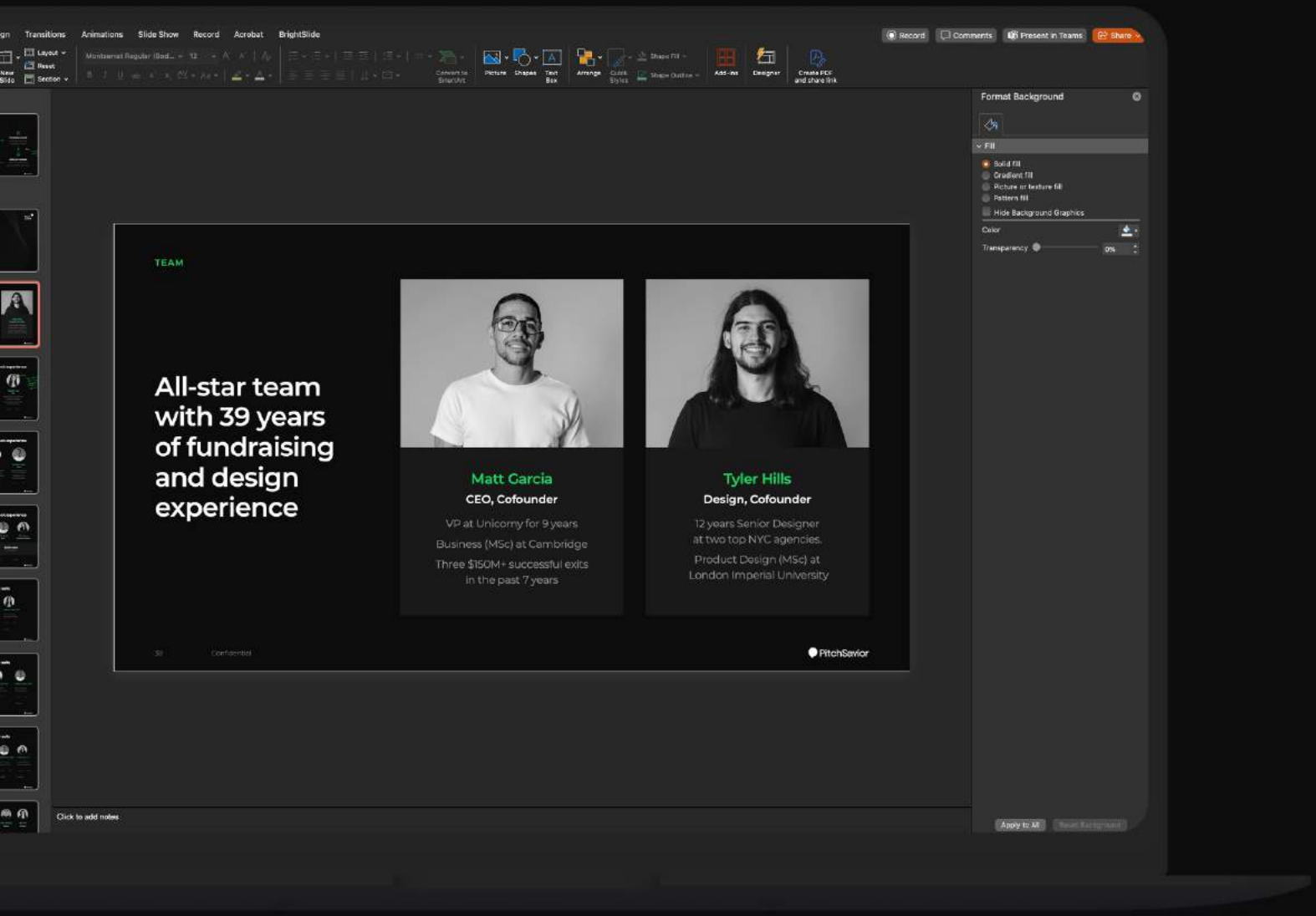
We've created the best pitch template ever



Drag'n'drop ease

Beautiful charts

PitchSavior



We've created the best template ever

Lean package

Founders get only what they need

Superb design

Easy to make beautiful presentations

Easy customization

Change the main color and logos

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Pitch Savior

Team

Why listen to you?

All-star team with 39 years of fundraising and design experience

Matt Garcia

CEO, Co-Founder

VP at Unicorny for 9 years

Business (MSc) at Cambridge

Three $150M+ successful exits in the past 7 years

Tyler Hills

Design, Co-Founder

12 years Senior Designer at two top NYC agencies.

Product Design (MSc) at London Imperial University

PitchSavior

TEAM

All-star team with 39 years of pitch deck experience

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Logo Logo

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10 years Senior Designer at two top NYC agencies.

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Logo Logo

Yasmin Yao

CTO

Head of Product at Bsmart and Hyzn for 6 years

AI and Data Science (MSc) at Yale University

Logo Logo

Tip: Linkedin ba
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To add link, ri
and then "

PitchSavior

TEAM

Experienced team had five successful exits

Matt Garcia, CEO

Education
Cambridge
Business, MSc

Career
Logo Logo

Decks made
27 decks

Tyler Hills, Design

London Imperial
Product Design, MS

Logo Logo

13 decks

Yasmin Yao, CTO

Yale University
Data Science, MSc

Logo Logo

4 decks

Phillip Goetz, CMO

Yale University
Marketing, PhD

Logo Logo

17 decks

PitchSavior

TEAM

Our advisors have 205 years of experience

Max Palmer
Advisor

Erin Wilson
Advisor

Luke Woods
Advisor

Mia Gill
Advisor

Fortune 100

All advisors have worked at Fortune 100 companies

Deep commitment

They swore lifetime allegiance to PitchSavior before joining

Ian Park
Advisor

Luis Herrera
Advisor

Elle Cantu
Advisor

Jess Knowles
Advisor

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Pitch Savior

Market

How big can this be?

MARKET

We address a growing $800M US market with a $15M opportunity

Revenue potential for PitchSavior

SOM @ 20% of SAM

Pitch Deck templates

SAM

Presentation templates

TAM

MARKET

We address a growing $800M US market with a $15M opportunity

Revenue potential

SOM @ 20% of SAM

Pitch Deck templates

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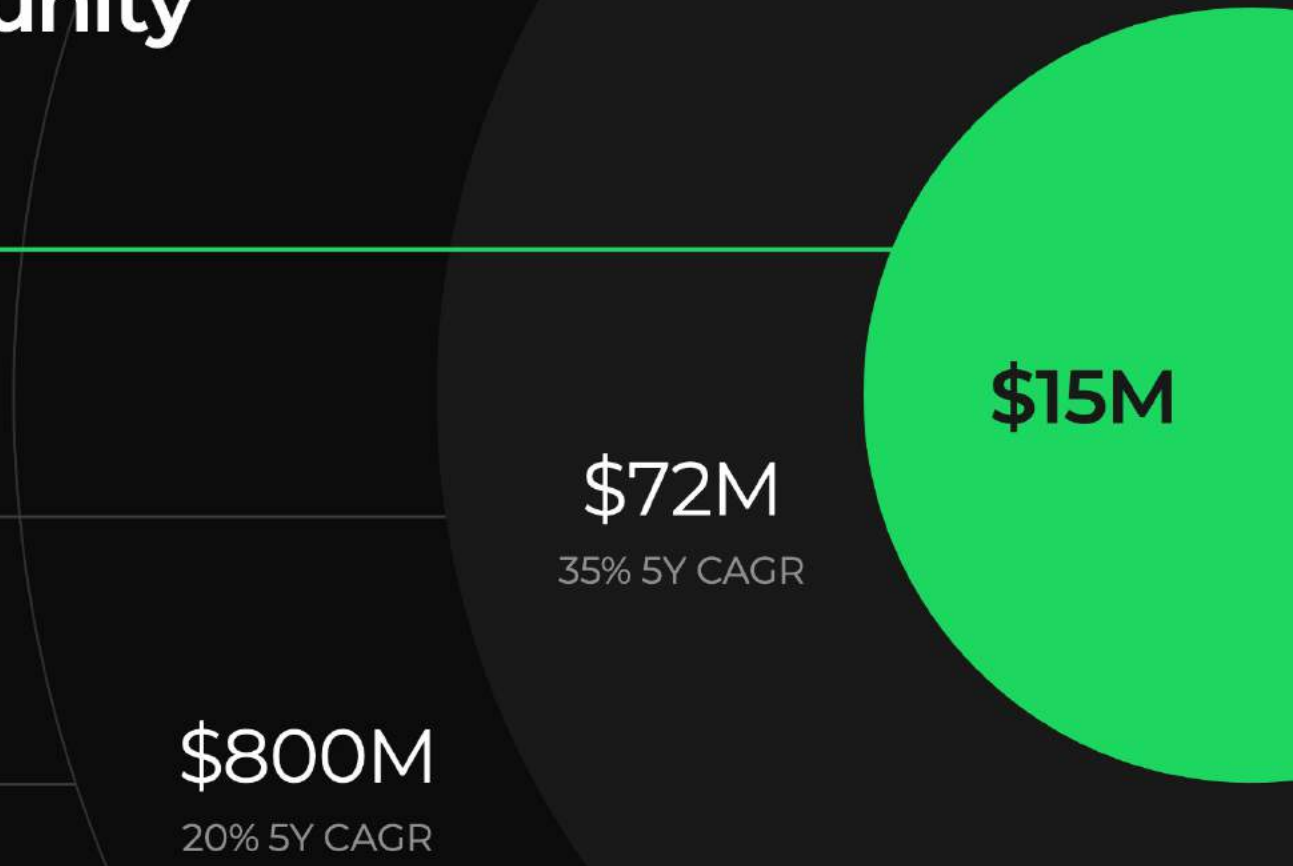

Confidential

In 5 years, we will have 20% of market share with a total revenue of $15M /year

New startups in the US	3M/year
75% need a pitch deck	2.3M
50% buy template	1.2M
$60 per template	$72M
PitchSavior Revenue @ 20% market share	**$15M/year**

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Pitch Savior

Why now

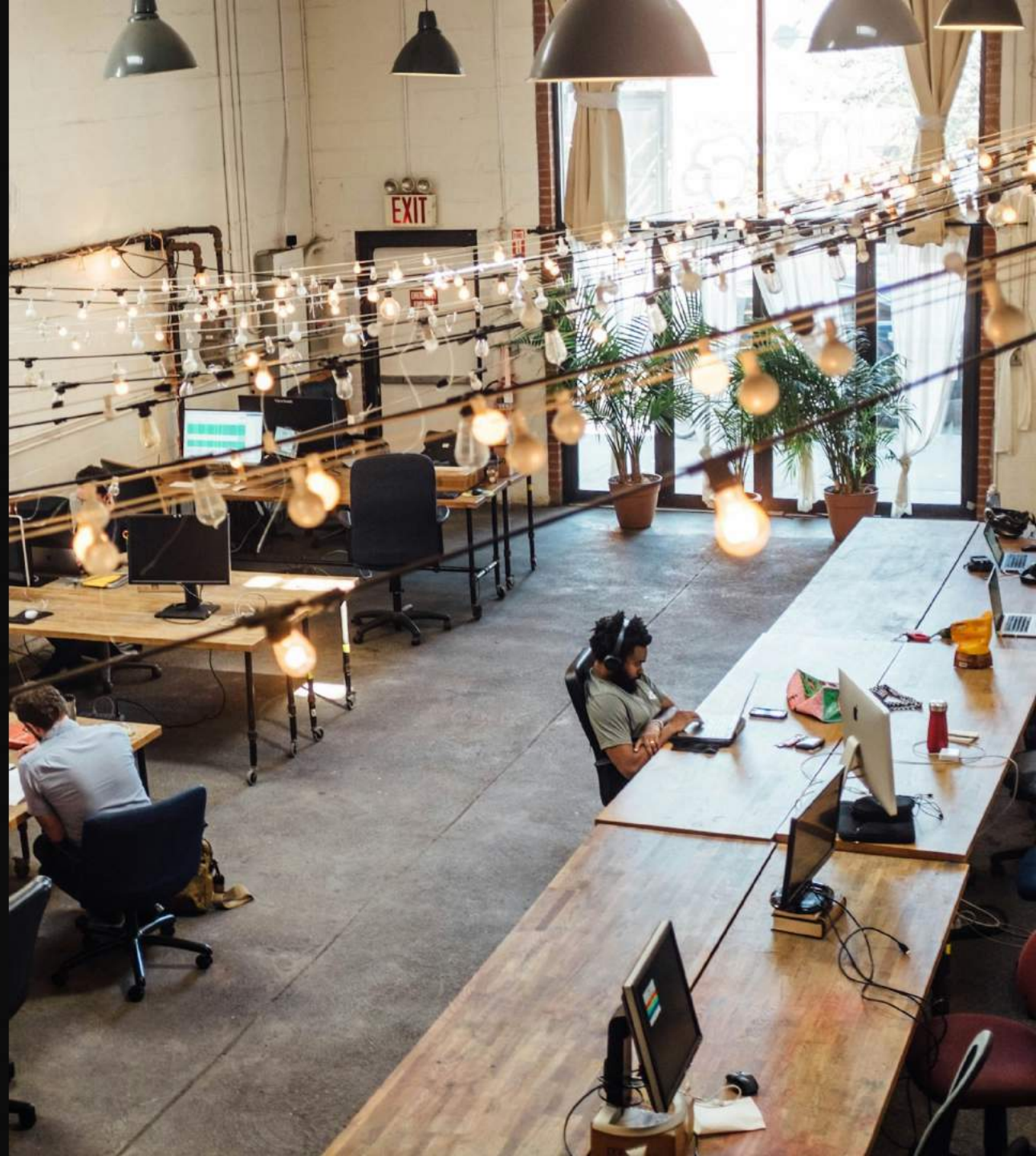
Why act now?

WHY NOW

Last year, the number of new startups grew 238%

Birth rate is at an all-time high

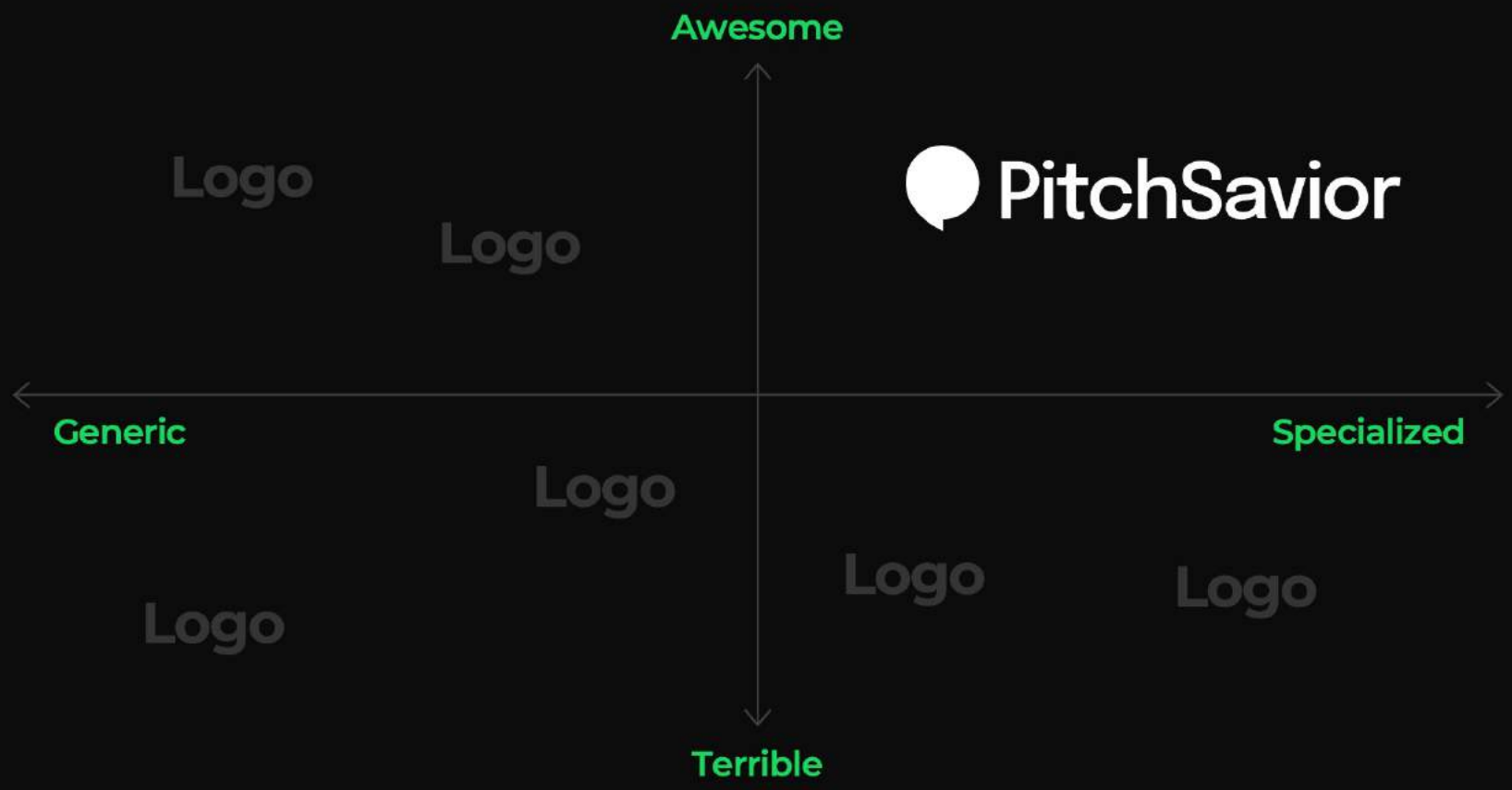
- 3M startups are born every year in the US
- Accelerators and incubators are at full capacity
- 1/3 of kids dream of becoming an entrepreneur



Confidential

COMPETITION

PitchSavior is the only all-in-one pitch deck solution



Key differentiators

- Superb design
- Great looks, content and ease-of-use
- Unique business model with new online store
- All-star team
- 4 tech patents too secret to mention

COMPETITION

PitchSavior is the only all-in-one pitch deck solution

Unfair advantage

No one was able to combine design, narrative and ease of use like us

Dedicated store

We stand out from the rest for having a dedicated store

COMPETITION

PitchSavior's template is the best solution available

	PitchSavior	Design marketplaces	Guru downloads	Smart presentation software	Status quo: PPT defaults
Solid narrative	●	●	●	●	●
Great design	●	●	●	●	●
Easy to use	●	●	●	●	●
Built on masters	●	●	●	●	●
Customization	●	●	●	●	●
Content tips	●	●	●	●	●
Price point	$49	Free - $40	From $49	Free - $20/mo	Free

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Pitch Savior

Revenue Model

How do you make money?

Simple pricing model of one-time payments

PITCHSAVIOR

$49

License for 1 project

Signature layouts

Ongoing updates

PITCHSAVIOR PLUS

$99

License for 3 projects

Signature layouts

Ongoing updates

REVENUE MODEL

Simple pricing model of one-time payments

PitchSavior

$49

License for 1 project

Signature layouts

Ongoing updates

PitchSavior Plus

$99

License for 3 projects

Signature layouts

Ongoing updates

PitchSavior Pro

$299

Unlimited projects

Signature layouts

Ongoing updates

1:1 support

Custom Design

$10K

Custom Pitch Deck

Up to 15 slides

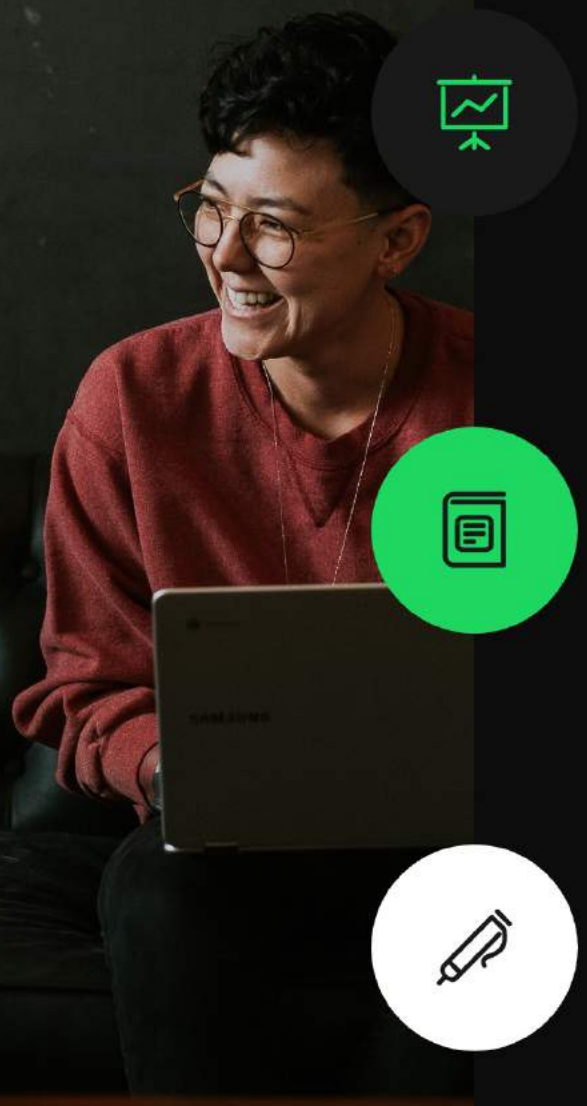
Fully branded

Content review

Unlimited revisions

Confidential

Key revenue channels for the first 3 years



Pitch Deck templates

Flagship PitchSavior product sold for $49 and $99 with 1 or 3 licenses, respectively

Business plan templates

Cross-sell opportunity to sell business plan templates along with the pitch decks

Custom design work

Founders can hire PitchSavior for a custom pitch deck design starting at $10.000

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Pitch Savior

Go-to-market

How do you acquire customers?

GO-TO-MARKET

We’re building our beta in public, targeting idea-stage founders before we expand to higher funding rounds

PRE-LAUNCH

Online founder communities

- Build in public
- Beta program

PHASE 1

Idea-stage founders

- Partnership with accelerators
- Hackathons sponsorship

PHASE 2

Early-stage founders

- Ads on Facebook and LinkedIn
- Hackathons sponsorship

PHASE 3

Growth-stage startups

- Direct sales
- SEO
- Weekly newsletter

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Traction

What have you achieved so far?

LTV/CAC ratio is over 29.7x indicating healthy growth potential

32k Sales	$1.5M Revenue	$87k Burn	$3.9B Raised
28% MoM	$12 CAC	$357 LTV	12 ppl On team

PitchSavior

TRACTION

We've grown 783% since launch and reached $1.5M

32K

Pitch Deck sales

This year we sold 87% more than our launch projections

2.8K

Custom designs

Custom work demand is rising steadily at 15%/month

4.9

Customer rating

Customers absolutely love using PitchSavior

Confidential

TRACTION

We’re already making the magic happen

CLIENTS

Logo Logo Logo

Logo Logo Logo

Logo Logo Logo

MILESTONES

$300K lease signed

Partnership with Google

$1.5M total revenue

PitchSavior

TRACTION

The press says we're the next big thing for pitch decks

FAST COMPANY

"How PitchSavior is redefining the way startups build their investment decks"

Read article

Entrepreneur

"87% of founders are using this tool to raise capital in 2049. Here you'll learn why."

Read article

Product Hunt

"Hugh Bowman, a 34 year-old founder thanks PitchSavior for saving his life. Twice."

Read article

TRACTION

Happy customers raised over $3B with PitchSavior

“

I can’t believe I’ve never used PitchSavior before! It saved me so much time and money building my pitch deck, and the end result is just amazing. My headaches are also mysteriously gone...

Peter Douglas
Founder, Xooper

“

We’ve been building our pitches with PitchSavior for a year now, and investors love it. We got 4x more meetings after sending these out, and last week we raised $4M for our Series A round!

Maria Lopez
CEO, MyPockt

PROJECTIONS

We've grown 783% since launch and reached $1.5M

$1.5M

Revenue

28%

MoM growth

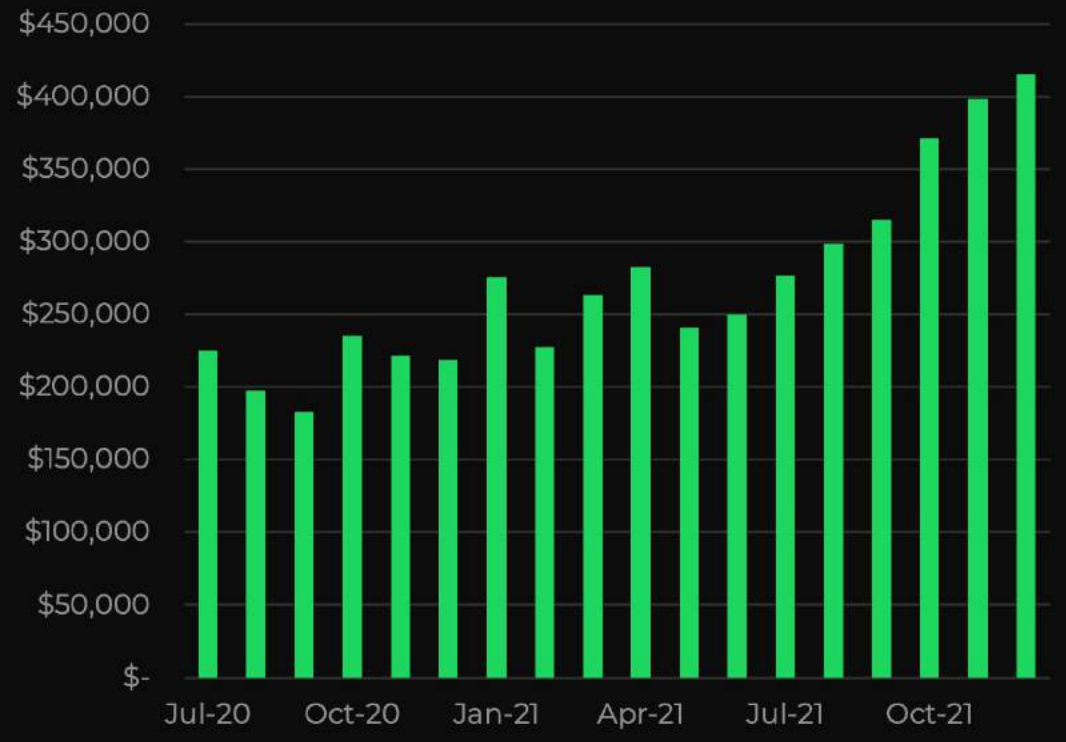
Confidential

PitchSavior

PROJECTIONS

We've grown 783% since launch and reached $1.5M

Pitch Deck sales



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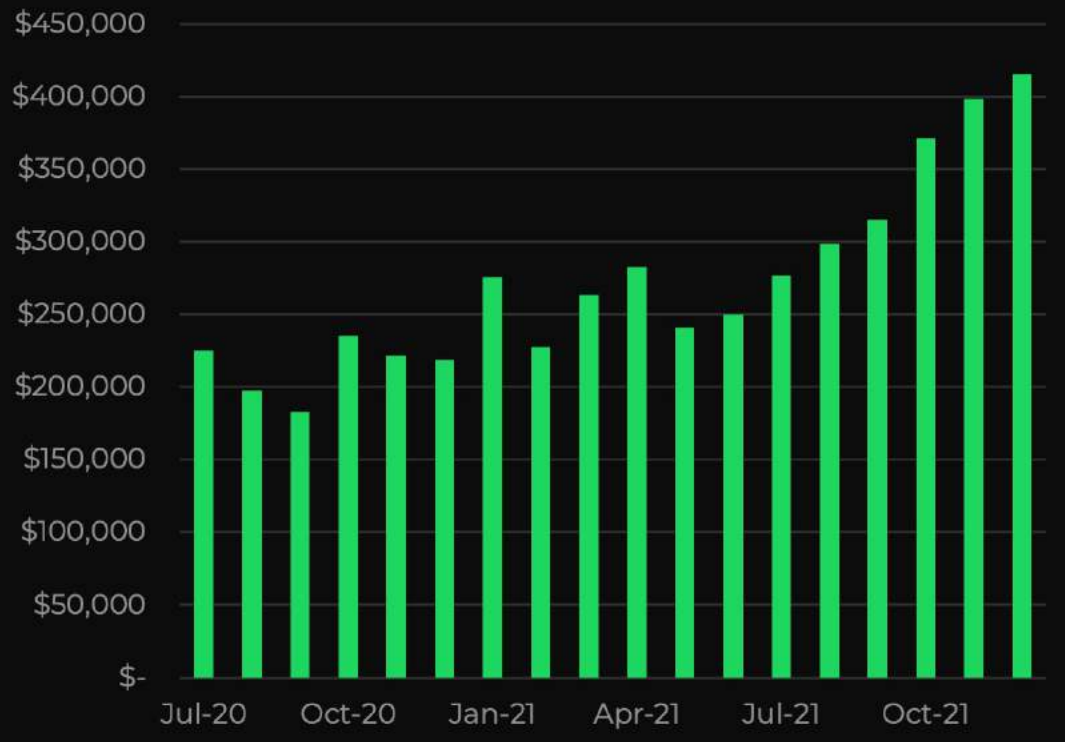

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Roadmap

Where are you going?

ROADMAP

Our roadmap to 120k sales and $8M revenue

Tip: lines are not in the Master. Copy/paste from here.

Q1 2049

Launch beta

- Further validate product-market fit
- Hire senior designer
- Acquire partnerships with HappyFounder and GoLabs

Q2 2049

Secure funding

- Hire 3 designers and expand support team
- Move in to new office in New York City
- Build new sales funnel

Q3 2049

PitchSavior 2.0

- New website
- Three more styles
- Two new sections
- Business plans and secondary revenue channels
- Setup cross-sell offers

Q4 2049

Reach 90K sales

- Increase monthly traffic to 750K unique visitors
- Expand icon library
- Expand design and marketing team

ROADMAP

Our roadmap to 120k sales and $8M revenue

Q1 2049

Launch beta

- Further validate product-market fit
- Hire senior designer
- Be partners with HappyFounder and GoLabs

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- Setup cross-sell

Q4 2049

Reach 90K sales

- Increase monthly traffic to 750K unique visitors
- Expand icon library
- Expand design and marketing team

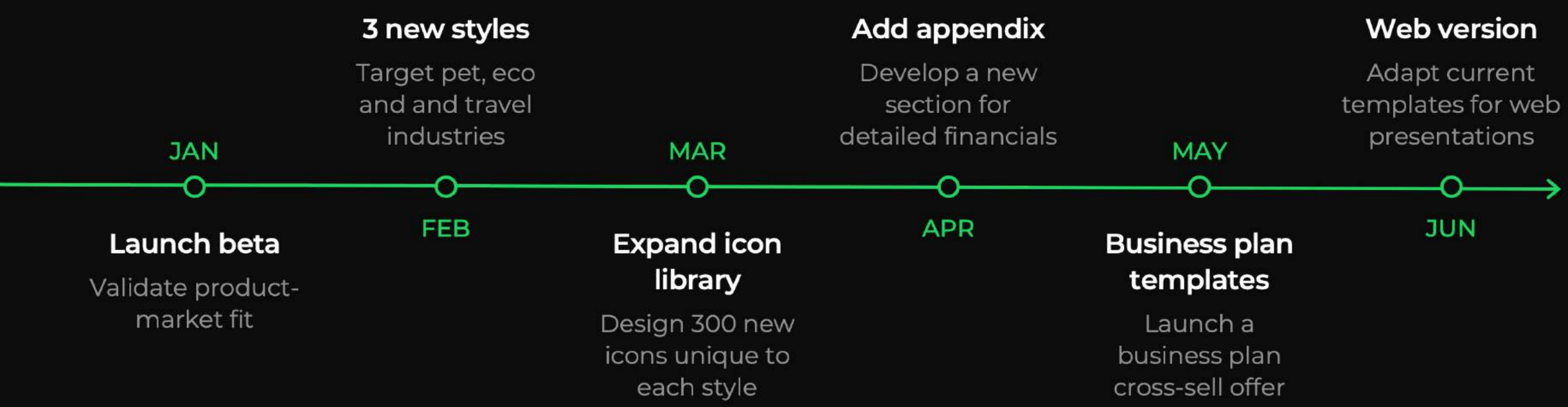
Q1 2050

PitchSavior 3.0

- $8M total revenue
- 120K downloads
- Grow 3x custom design work
- Launch affiliate marketing program

ROADMAP

What's next for PitchSavior's product lineup



PitchSavior

What's next for PitchSavior's product lineup

Launch beta
Validate PMF
JAN

FEB
3 new styles
Target pet, eco and travel industries

Expand icon library
Design 300 new icons unique to each style
MAR

APR
Add appendix
Develop a new section for detailed financials

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The Ask

What do you need?

THE ASK

We’re looking for an investor to lead our series A round

Team – $7M

Team wages + key hires

Product – $3M

Launch beta and improve

Marketing – $5M

Customer acquisition

WE’RE RAISING

$15M

BY JUNE 2049

PitchSavior

THE ASK

We're asking $15M to take PitchSavior to the next level

$3M

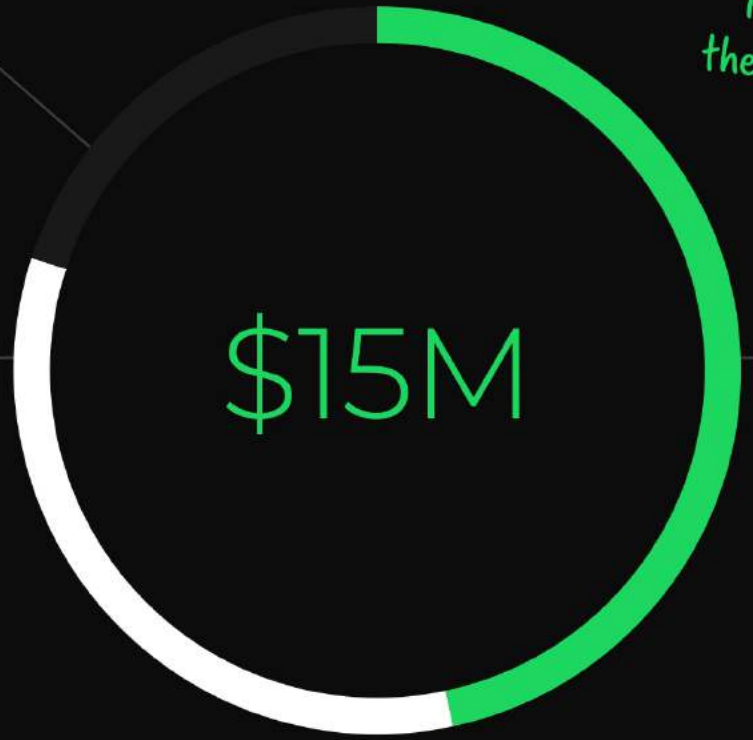
Product

- Launch 2.0 and 3.0

$5M

Marketing

- Fund growth to 120K downloads
- Launch new website and sales funnel



Tip: lines are not in the Master. Copy/paste from here.

$7M

Team

- Hire 3 designers and expand support team
- Pay 5-year office lease in New York city

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THE ASK

We’re looking for an investor to lead our series A round

Team

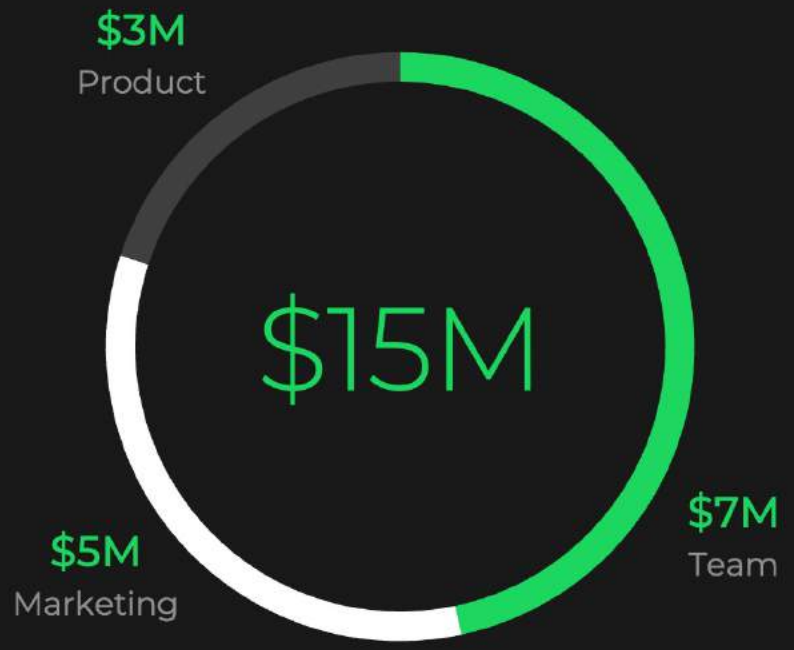
- Hire 3 designers and expand support team
- Pay 5-year office lease in NYC

Product

- Launch PitchSavior 2.0 and 3.0 updates
- Develop business plans and cross-sell offers

Marketing

- Fund forecasted 35% MoM growth



Confidential

THE ASK

We're looking for an investor to lead our series A round

SECURITY TYPE
Preferred shares

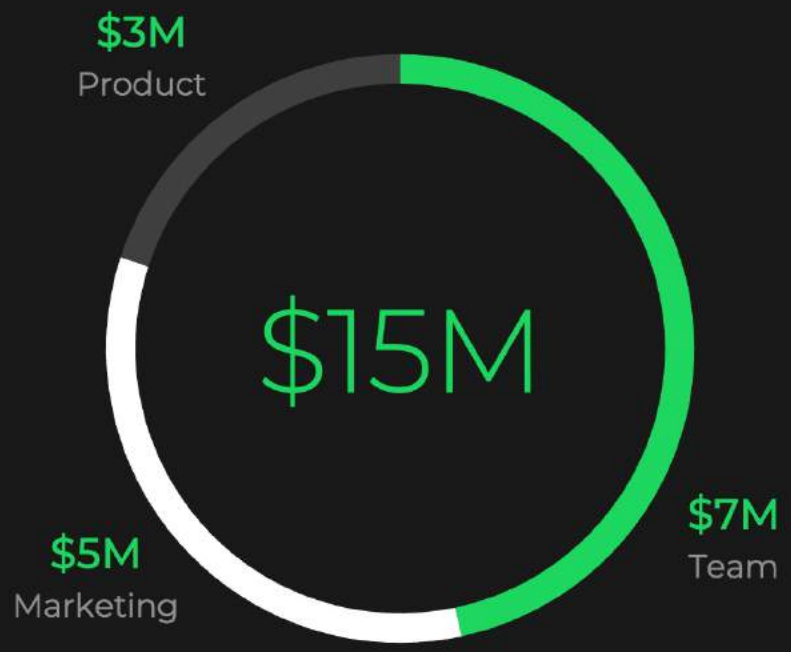
VALUATION
$45M

EQUITY OFFERED
33%

RUNWAY
2.5 years

PREVIOUSLY RAISED
$5M Seed

BURN
$500K/Mo



Confidential

THE ASK

We’re looking for an investor to lead our series A round

We’re raising $15M

Team – $7M

- Hire 3 designers and expand support team
- Pay 5-year office lease in New York City
- Team wages

Product – $3M

- Launch PitchSavior 2.0 and 3.0 updates
- Develop business plans and secondary revenue channels

Marketing – $5M

- Fund forecasted 35% MoM growth to 120K downloads
- Customer acquisition and new sales funnel
- Launch new website

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Vision

Where will you be in 10 years?

In five years, we will have saved half of the world's pitches raising over $300B.

VISION

In five years, we will have saved half of the world's pitches raising over $300B.

SUMMARY

Here's a quick recap of why we're amazing

The ultimate pitch template

- Up to 3x faster
- User-friendly
- Great design
- Gets the job done

Huge market opportunity

- In 5 years, we will have 20% of market share with a total revenue of $15M /year

Successful product launch

- We've grown 783% since launch and reached $1.5M
- Happy customers raised over $3B

Raising $15M by June 2049

- Fund and launch PitchSavior 2.0 and 3.0 to reach 120k downloads

PitchSavior

Join the pitch revolution

John Doe
john@unicorn.com

Join the pitch revolution

John Doe
john@unicorn.com

PitchSavior

Join the revolution

John Doe

john@unicorn.com

@johndoe

123 456 7890

INVESTOR DECK

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Pitch Savior

Extra layouts

Helpful slides that might come in handy

SECTION

Title + Subtitle

PitchSavior

Short but impactful statement goes here

PitchSavior

TEMPLATE STANDARDS

Typography Standards

To ensure consistency across slides and decks, make sure to follow the typography standards described here.

Slide Titles | Montserrat Semibold, 32pt, White

Level 1 Text | Montserrat Semibold, 17pt, White

Level 2 text | Montserrat, 14pt, Gray

- Level 3 text | Montserrat, 14pt, Gray
  - Level 4 text | Montserrat, 12pt, Gray

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TEMPLATE STANDARDS

Default Elements

This is how new basic elements such as shapes, text boxes and lines will look like when inserted.

Default Shape

Default Text Box

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vehicula dui mi, vel ultricies enim tempus eu tristique interdum

Default Line

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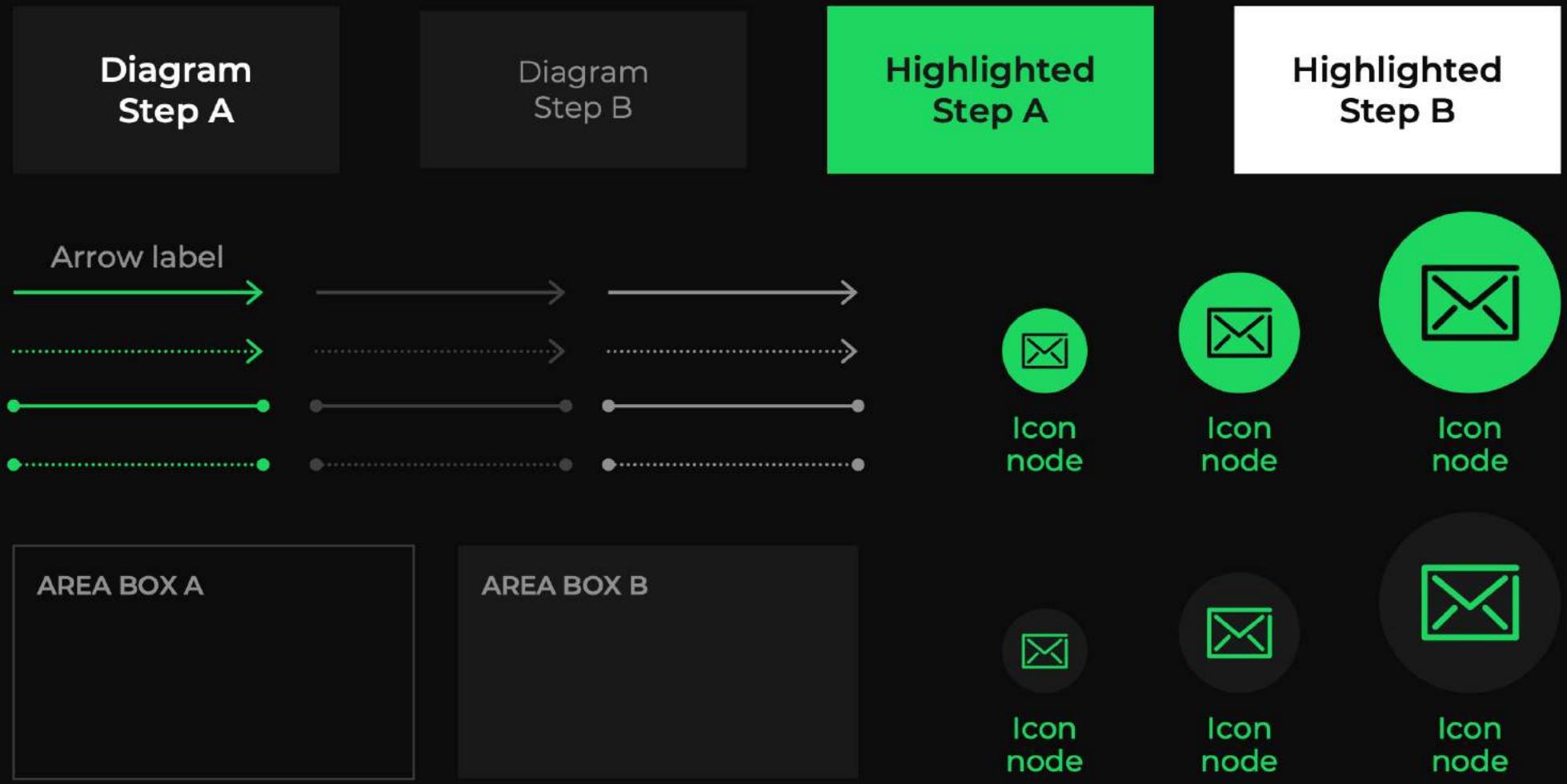

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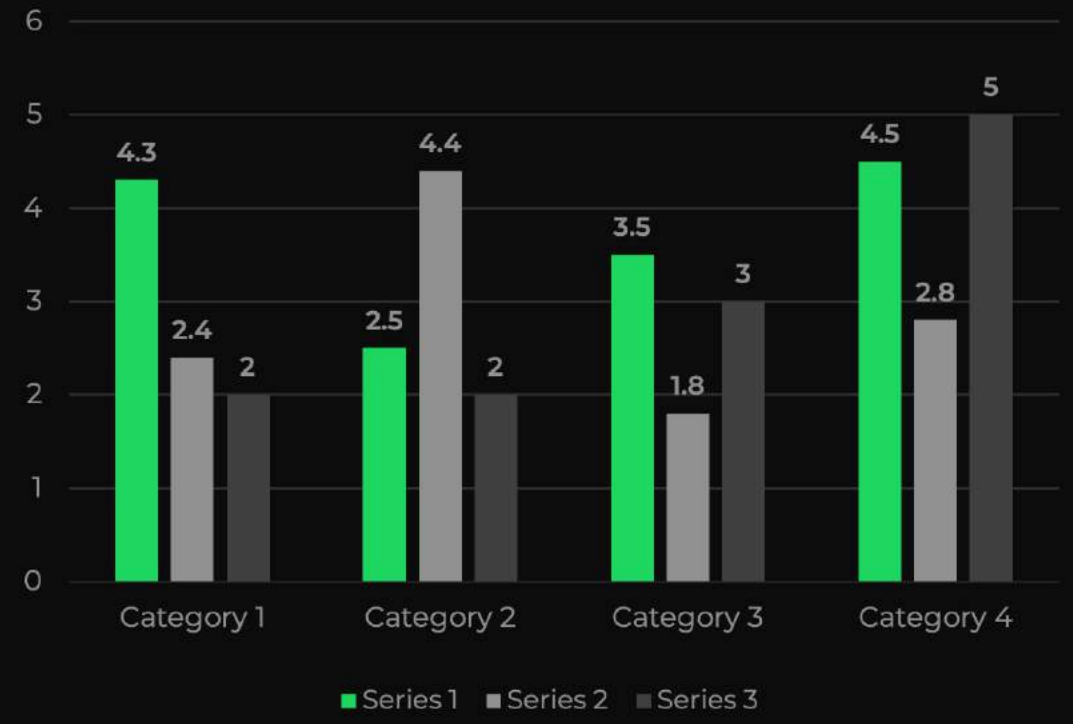
Column Charts



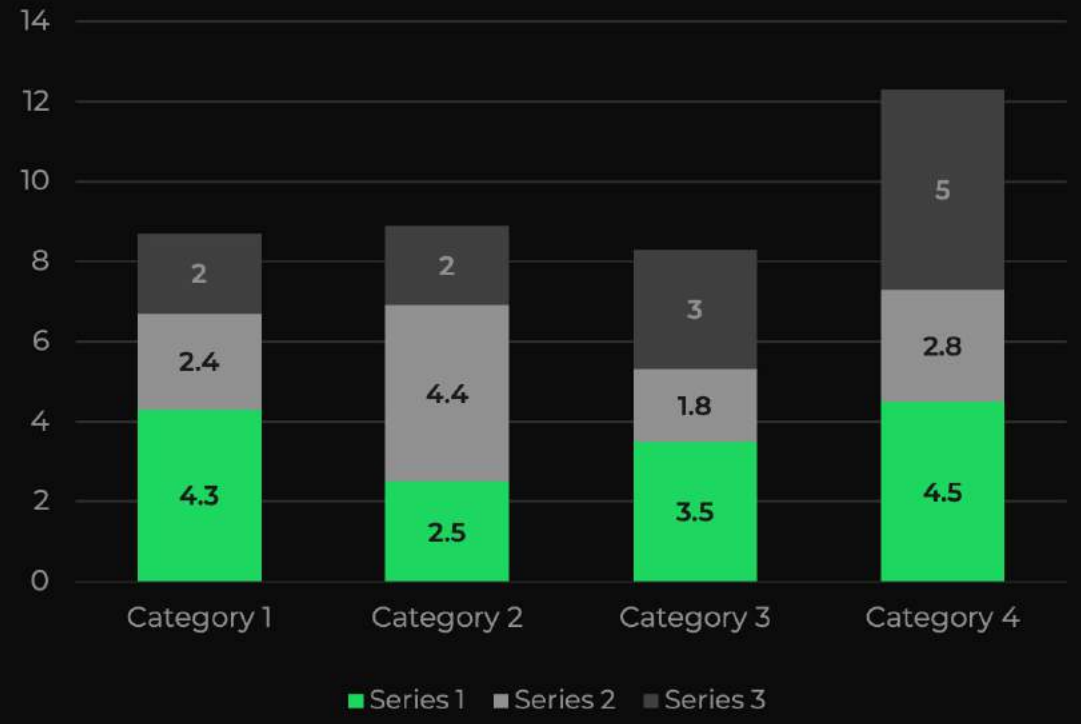


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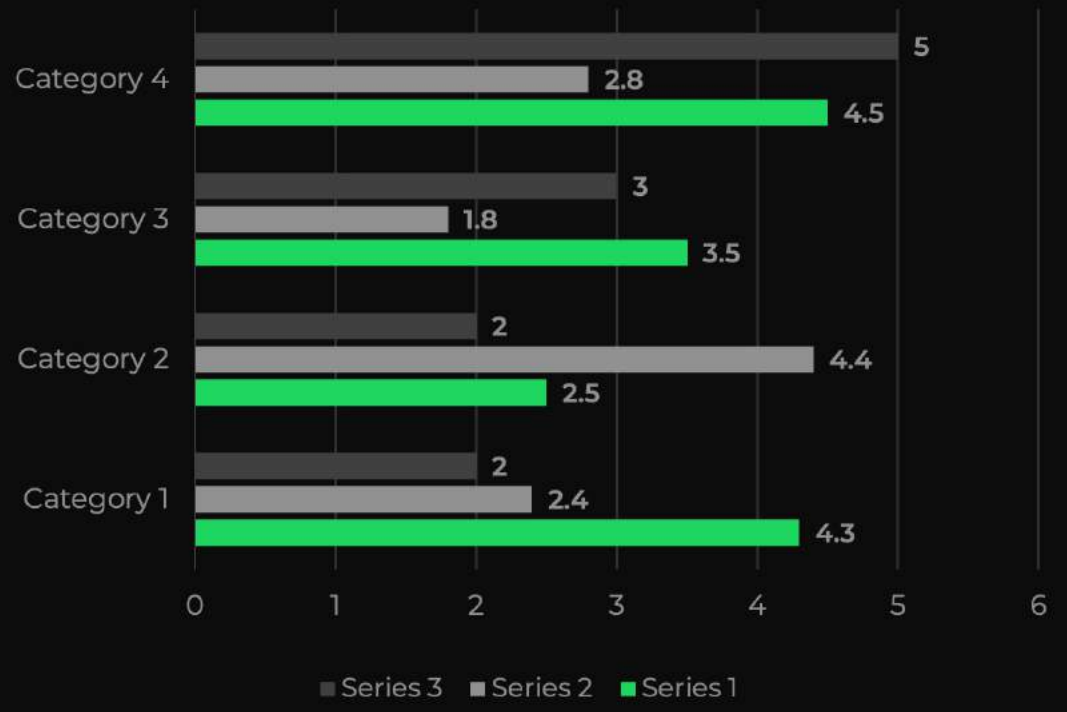
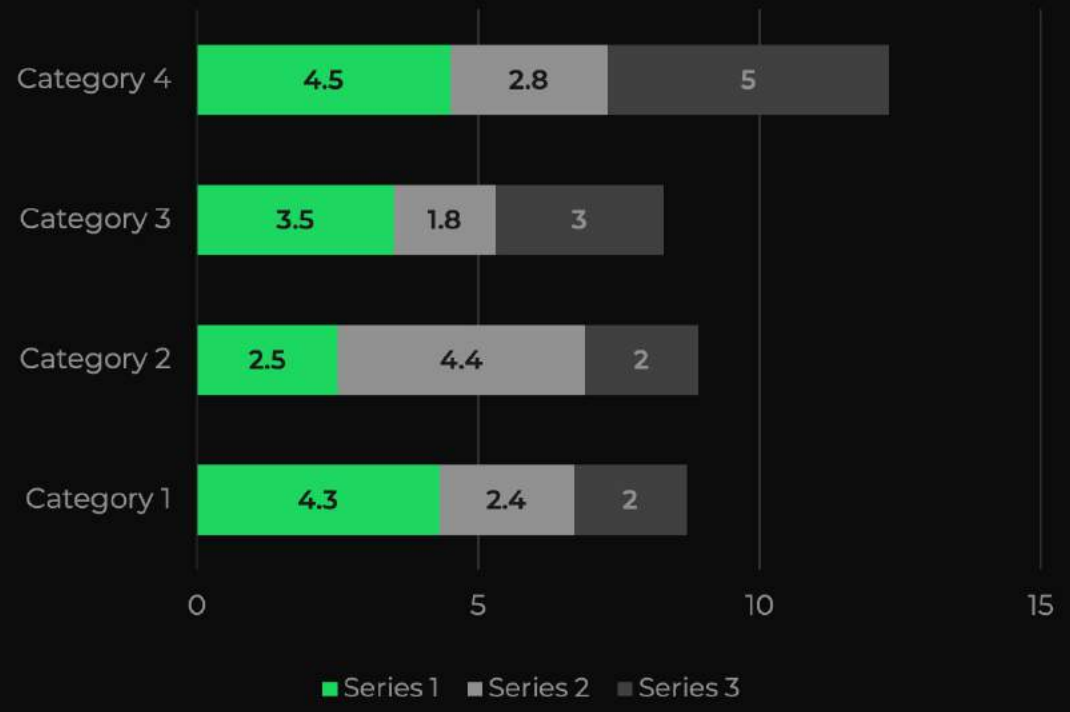
CHART LIBRARY

Bar Charts

Clustered Bar



Stacked Bar



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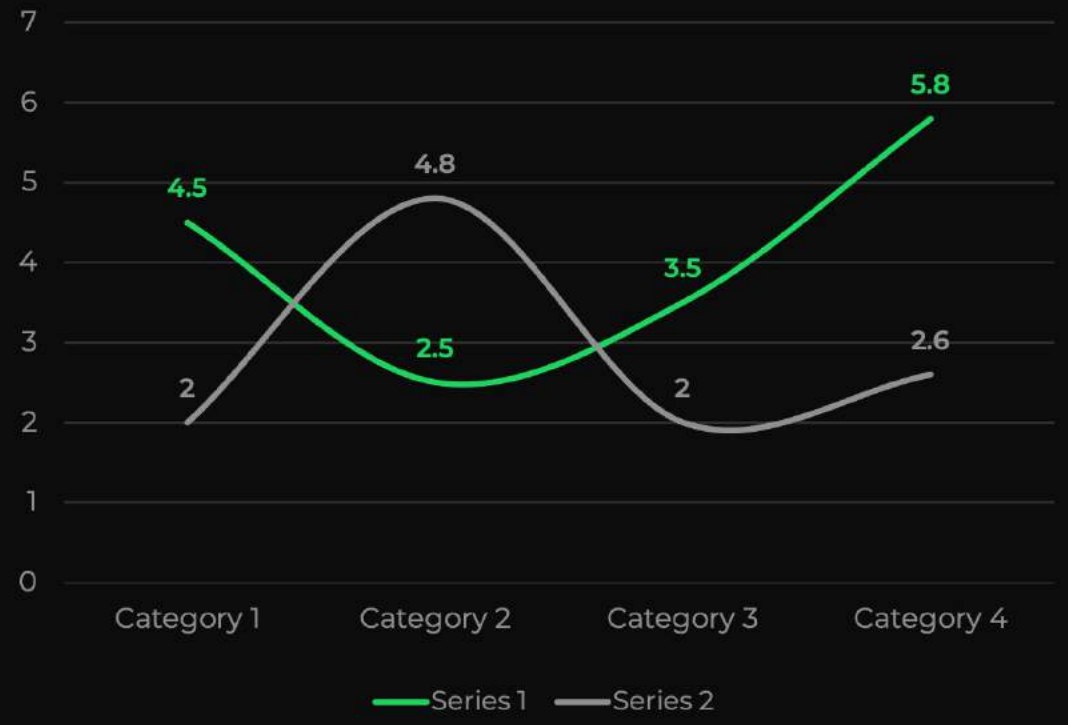
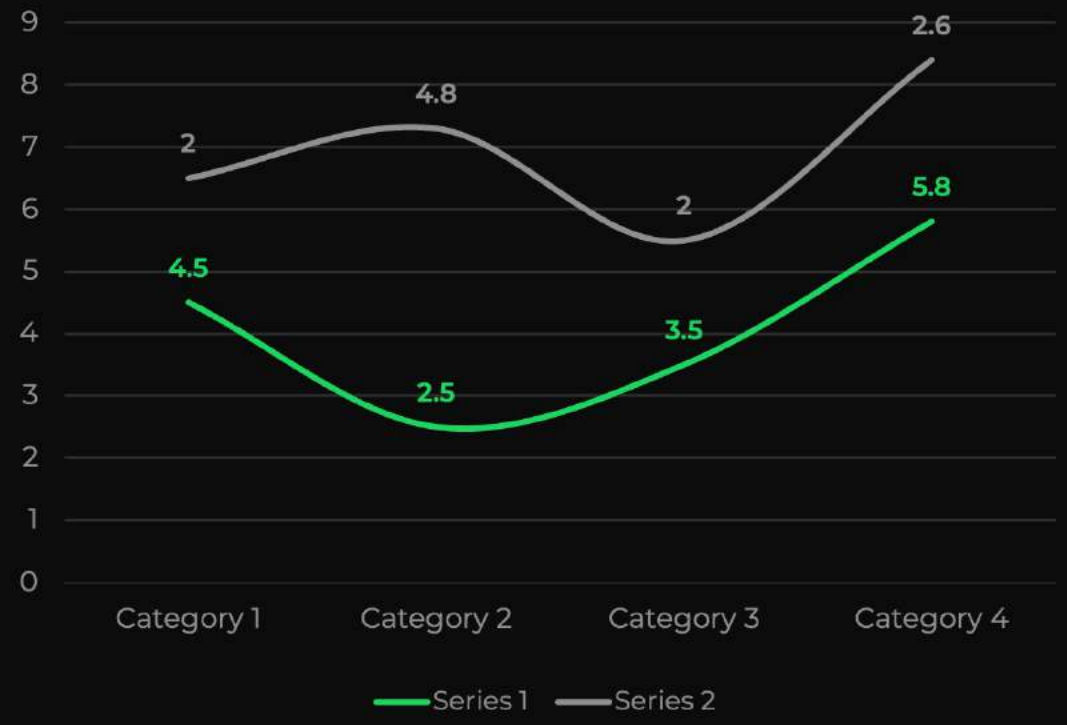
Line Charts

Line



Stacked Line



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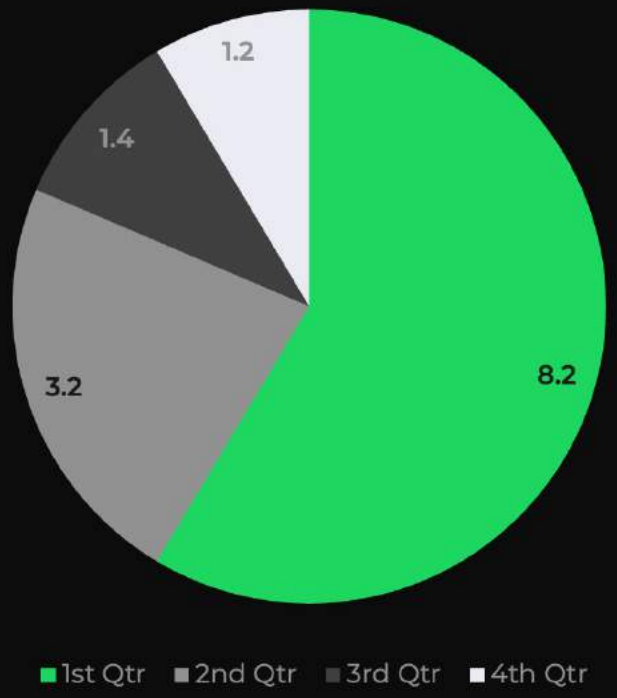
Pie Charts

Pie Chart



Donut Chart

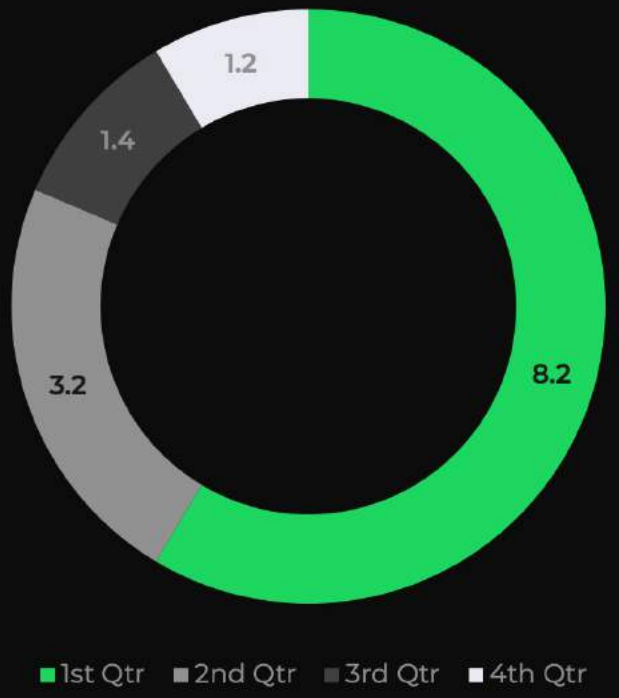


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TABLE LIBRARY

Table Style 1

	Header 1	Header 2	Header 3	Header 4	Header 5
Category 1	Item	Item	Item	Item	Item
Category 2	Item	Item	Item	Item	Item
Category 3	Item	Item	Item	Item	Item
Category 4	Item	Item	Item	Item	Item
Category 5	Item	Item	Item	Item	Item
Category 6	Item	Item	Item	Item	Item

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DEVICE LIBRARY

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Business

Shopping

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Misc

Industry

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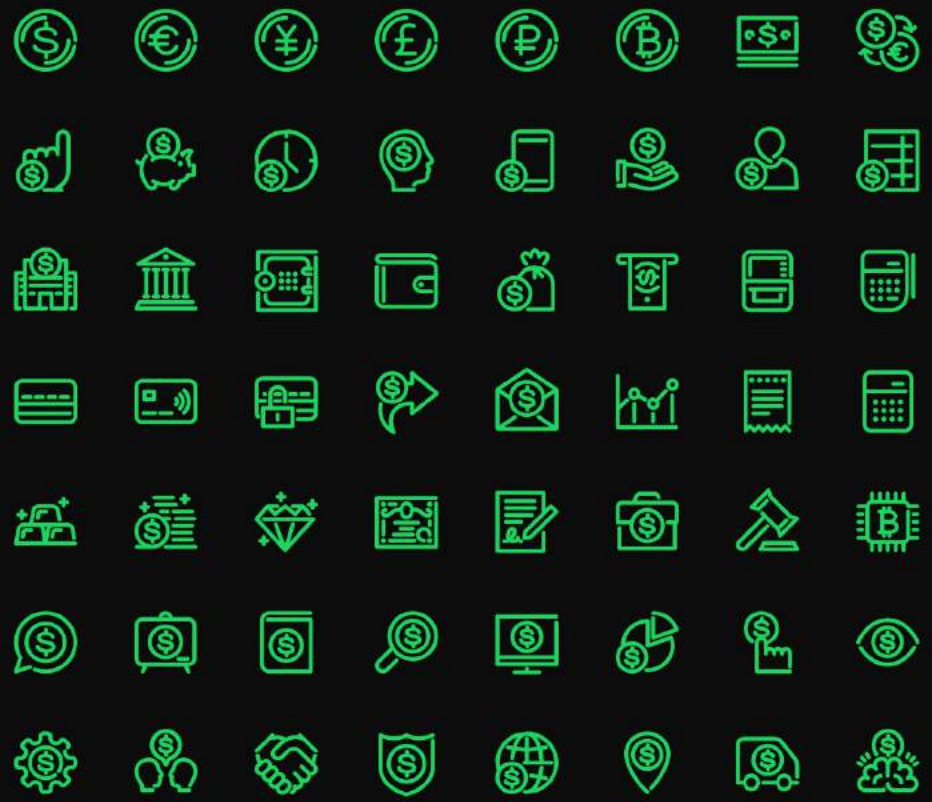
Ecommerce

Finance



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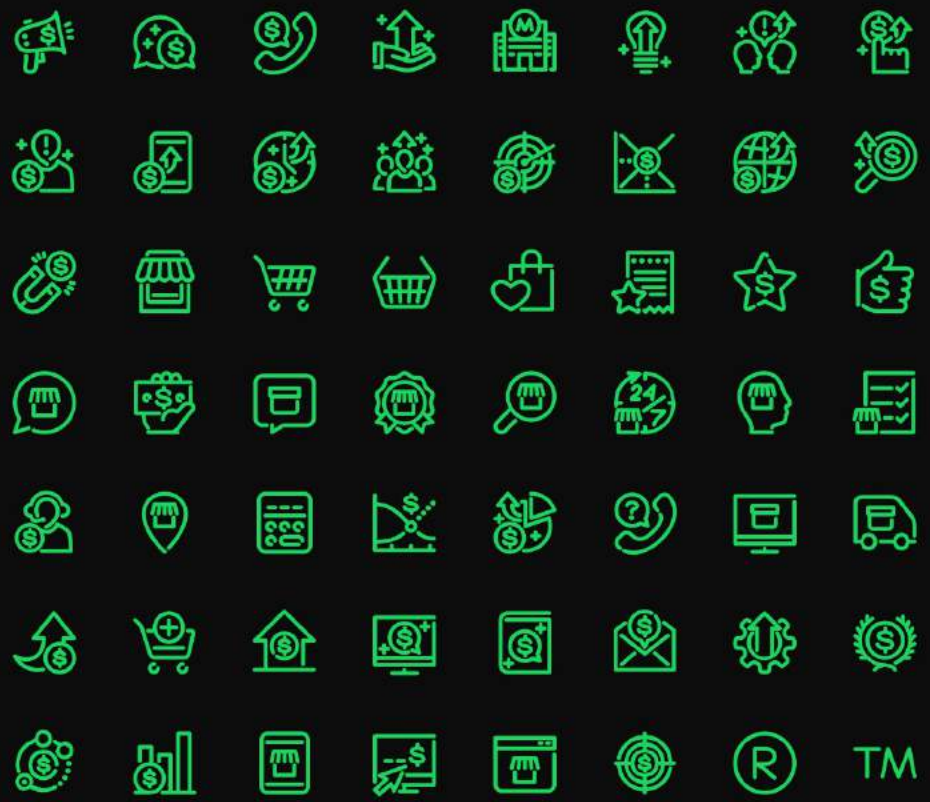
Office

Marketing



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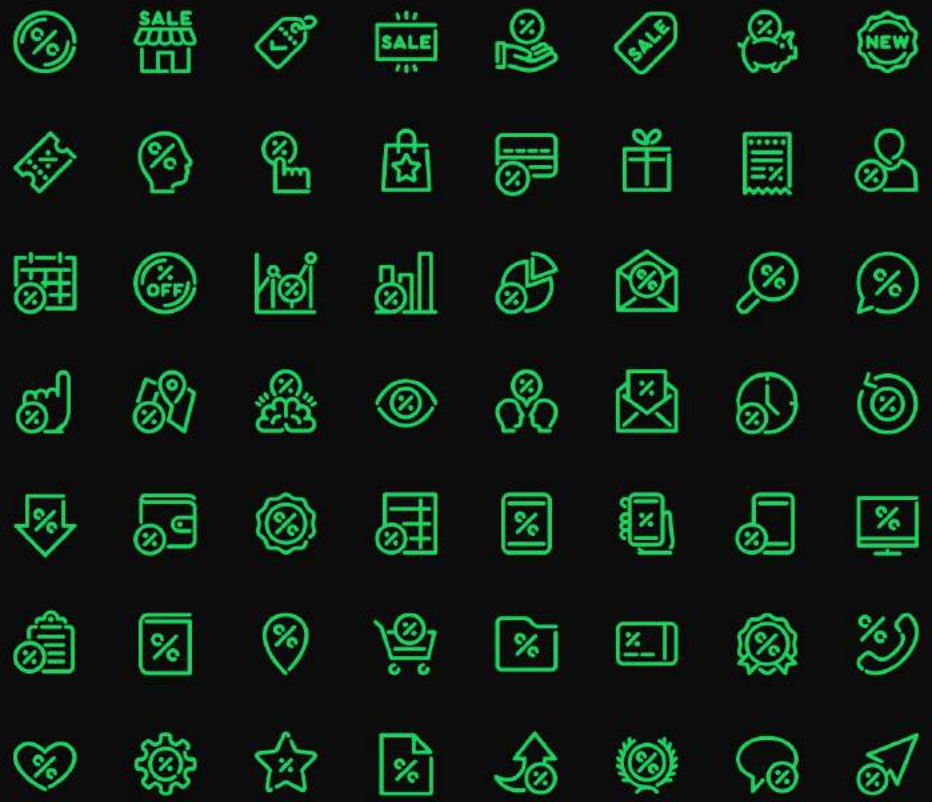
Discount



Document

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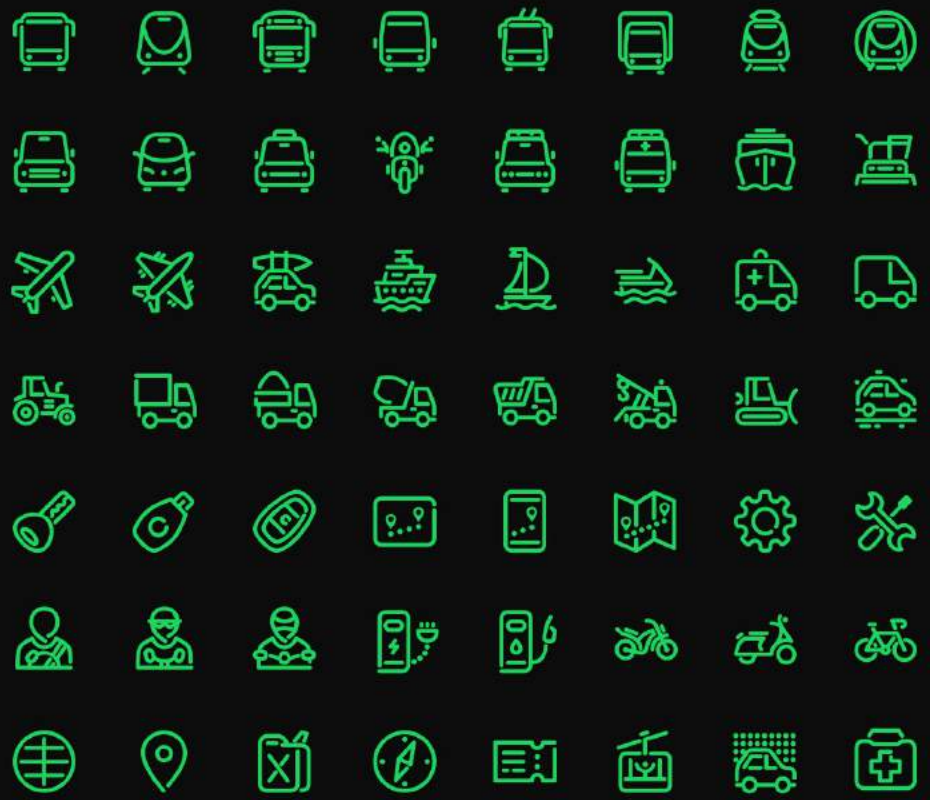
Transportation



SEO

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